



MAI customer engineer at work

Diagnostic area, MAI reconditioning plant



Section of MAI data processing center

Class of MAI customer engineers in session



MAI systems engineers discuss a problem

The MAI Equipment Corporation with which you deal is a wholly-owned subsidiary of Management Assistance Inc., a publicly owned corporation.

Management Assistance Inc. is the largest company in its field that specializes in renting and servicing IBM data processing equipment. It has continent-wide sales and customer engineering offices . . . its own data processing service bureau . . . staff of experienced consulting engineers . . . reconditioning plants . . . school of customer engineering.

HERE ARE THE 10 REASONS:

1. **Lower Rental Fees.** Monthly costs are reduced immediately and substantially.*
2. **Three-Way Service.** MAI maintains its own staff of highly trained customer engineers. In addition, the customer has the option of using IBM service or the combination of both IBM and MAI service.
3. **Preventive Maintenance.** MAI's preventive maintenance team follows rigid routines of inspection, based on actual equipment usage, to keep machine performance at peak efficiency, thus provide the customer with optimum availability.
4. **Reconditioning Facilities.** MAI operates its own continent-wide reconditioning centers where equipment is renewed under strictest standards of quality control.

5. **Systems Engineering.** The MAI staff of skilled systems engineers may be consulted at any time by customers for information on the application of MAI-owned equipment.

6. **No Long-Term Commitments.** MAI customers retain the prime advantage of renting over finance leasing or outright purchase: freedom from long-term commitments. This and all the other benefits of renting data processing equipment are gained without the customer investing one dollar of his financial resources.

7. **Uninterrupted Changeover.** The transition from IBM to MAI is all done on paper . . . accomplished while your equipment remains on the floor in full operation.

8. **Second-Source Convenience.** MAI Equipment Corporation serves as a valuable source of supply for data processing equipment and services.

9. **Full Flexibility.** The MAI Rental Plan is designed to be adaptable to the customer's future data processing needs.

10. **Established Reputation.** Maintaining the highest standards of service is the avowed policy of MAI. The hundreds of customers enjoying the benefits of the MAI Rental Plan will substantiate the effectiveness of this policy.

*To learn exactly what the savings will be for your data processing system, please contact the MAI sales office listed on the back cover.

Over 750 prominent
firms with over 1,200 installations
have switched to renting IBM
data processing equipment
from...

MAI

EXECUTIVE HEADQUARTERS

300 East 44th Street
New York, New York

SALES AND SERVICE OFFICES

DOMESTIC

Albany, New York
Arlington, Virginia
Atlanta, Georgia
Baltimore, Maryland
Birmingham, Alabama
Boston, Massachusetts
Charlotte, North Carolina
Cincinnati, Ohio
Chicago, Illinois
Cleveland, Ohio
Columbus, Ohio
Dallas, Texas
Denver, Colorado
Detroit, Michigan
Garden City, New York
Hartford, Connecticut
Houston, Texas
Indianapolis, Indiana
Kansas City, Missouri
Los Angeles, California
Memphis, Tennessee
Miami, Florida
Milwaukee, Wisconsin
Minneapolis, Minnesota
New Haven, Connecticut
New Orleans, Louisiana
New York, New York
Oklahoma City, Oklahoma
Peoria, Illinois
Philadelphia, Pennsylvania
Phoenix, Arizona
Pittsburgh, Pennsylvania
Rochester, New York
Sacramento, California
Salt Lake City, Utah
San Antonio, Texas
San Diego, California
San Francisco, California
Seattle, Washington
St. Louis, Missouri
Tampa, Florida
Tulsa, Oklahoma
Union, New Jersey
Washington, D.C.
White Plains, New York
Winston Salem, North Carolina

INTERNATIONAL

Montreal, Quebec, Canada
Toronto, Ontario, Canada
Mexico City, Mexico
San Juan, Puerto Rico

MAI

EQUIPMENT CORPORATION

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10 REASONS WHY